Serial No. 10/043,698 Reply to final Office Action dated December 7, 2010

MNI020001 Customer No. 24498

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Isaac Bentolila et al.

Serial Number: 10/043,698

Filed: January 9, 2002

Title: SYSTEM AND METHOD FOR BEHAVIORAL MODEL

CLUSTERING IN TELEVISION USAGE, TARGETED

CLUSTERING, AND PREFERENCE ADVERTISING VIA

MODEL PROGRAMMING BASED ON BEHAVIORAL

MODEL CLUSTERS

Examiner: Sheleheda, James R.

Art Unit: 2424

AMENDMENT AND RESPONSE ACCOMPANYING RCE

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the final Office Action dated December 7, 2010, in which a response is due March 7, 2011, and accompanying Applicants' Request for Continued Examination (RCE), Applicants hereby submit the following amendments and remarks/arguments for entry in the above-referenced application. Reconsideration of the application is respectfully requested.

Listing and Amendment of the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.